



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

Ken Swope & Associates
Attention: Accounts Payable
135 Bass Point Rd
Nahant, MA 01908

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
963115-1	10/21/12	October 2012	10/01/12 - 10/19/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
National Education Associa	NEA TV Oct 2012	500

Flight Dates	Order #	Alt Order #
10/12/12 - 10/21/12	963115	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1273		

Agency Ref	Advertiser Ref
------------	----------------

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/12/12	10/21/12	6a Eyeopener	558-7a	----F--	:30	1	\$3,500.00	NM
<hr/>									
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS ----F-- Spots/Week 1 Rate \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/12/12 6:39 AM 6a Eyeopener 558-7a :30 NEA01 \$3,500.00 NM									
<hr/>									
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTF-- Spots/Week 2 Rate \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 10/15/12 6:23 AM 6a Eyeopener 558-7a :30 NEA01 \$3,500.00 NM									
3 WCVB Tu 10/16/12 6:58 AM 6a Eyeopener 558-7a :30 NEA01 \$3,500.00 NM									
<hr/>									
2	10/12/12	10/21/12	LIVE WITH KELLY & MIC9A-10A		----F--	:30	1	\$800.00	NM
<hr/>									
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS ----F-- Spots/Week 1 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/12/12 9:55 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 NEA01 \$800.00 NM									
<hr/>									
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTF-- Spots/Week 2 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/16/12 9:57 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 NEA01 \$800.00 NM									
3 WCVB F 10/19/12 9:19 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 NEA01 \$800.00 NM									
<hr/>									
3	10/12/12	10/21/12	Millionaire	1228-1p	----F--	:30	1	\$1,500.00	NM
<hr/>									
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS ----F-- Spots/Week 1 Rate \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/12/12 12:52 PM Millionaire 1228-1p :30 NEA01 \$1,500.00 NM									
<hr/>									
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTF-- Spots/Week 2 Rate \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 10/15/12 12:48 PM Millionaire 1228-1p :30 NEA01 \$1,500.00 NM									
3 WCVB W 10/17/12 12:49 PM Millionaire 1228-1p :30 NEA01 \$1,500.00 NM									
<hr/>									
4	10/12/12	10/21/12	The Chew	1-2p	----F--	:30	1	\$1,500.00	NM
<hr/>									
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS ----F-- Spots/Week 1 Rate \$1,500.00									

DUPLICATE INVOICE



Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
963115-1	10/21/12	October 2012	10/01/12 - 10/19/12
Advertiser		Product	Estimate Number
National Education Associa		NEA TV Oct 2012	500

www.thebostonchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
4	10/12/12	10/21/12	The Chew	1-2p	-----F--	:30	1	\$1,500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/12/12 1:58 PM The Chew 1-2p :30 NEA01 \$1,500.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 MTWTF-- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 10/15/12 1:29 PM The Chew 1-2p :30 NEA01 \$1,500.00 NM									
5	10/12/12	10/21/12	KATIE COURIC DAY	3-4p	-----F--	:30	1	\$1,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----F-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/12/12 3:46 PM KATIE COURIC DAY 3-4p :30 NEA01 \$1,000.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 MTWTF-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB Tu 10/16/12 3:42 PM KATIE COURIC DAY 3-4p :30 NEA01 \$1,000.00 NM									
2 WCVB W 10/17/12 3:56 PM KATIE COURIC DAY 3-4p :30 NEA01 \$1,000.00 NM									
6	10/12/12	10/21/12	ELLEN EF	4P-5P	-----F--	:30	1	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----F-- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/12/12 4:37 PM ELLEN EF 4P-5P :30 NEA01 \$2,000.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 MTWTF-- 2 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB Tu 10/16/12 4:30 PM ELLEN EF 4P-5P :30 NEA01 \$2,000.00 NM									
2 WCVB W 10/17/12 4:49 PM ELLEN EF 4P-5P :30 NEA01 \$2,000.00 NM									
7	10/15/12	10/21/12	M-F Inside Edition	658-730p	MTWTF--	:30	2	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 MTWTF-- 2 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/16/12 6:59 PM M-F Inside Edition 658-730p :30 NEA01 \$4,000.00 NM									
1 WCVB W 10/17/12 7:22 PM M-F Inside Edition 658-730p :30 NEA01 \$4,000.00 NM									
8	10/12/12	10/21/12	Jimmy Kimmel	1205-105a	-----F--	:30	1	\$1,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----F-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/12/12 1:02 AM Jimmy Kimmel 1205-105a :30 NEA01 \$1,000.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 MTWTF-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/16/12 12:53 AM Jimmy Kimmel 1205-105a :30 NEA01 \$1,000.00 NM									
3 WCVB W 10/17/12 12:52 AM Jimmy Kimmel 1205-105a :30 NEA01 \$1,000.00 NM									
9	10/12/12	10/14/12	World News Tonight	630-7p	-----S	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----S 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/14/12 6:56 PM World News Tonight 630-7p :30 NEA01 \$4,000.00 NM									

DUPLICATE INVOICE



Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

www.thebostonchannel.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
963115-1	10/21/12	October 2012	10/01/12 - 10/19/12
Advertiser	Product	Estimate Number	
National Education Associa	NEA TV Oct 2012	500	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<u>Total Spots</u>									23

Payment Terms 30 Days

<u>Gross Total</u>	\$44,400.00
<u>Agency Commission</u>	\$6,660.00
<u>Net Amount Due</u>	\$37,740.00